



MARTY WASHBURN
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SEPTEMBER 11, 1995

TO: ALL RJR ROU'S FOR DISSEMINATION TO AFFECTED SALES PERSONNEL

RE: WAL*MART UPDATES.....

- 1.) PHILIP MORRIS BEGAN RESETS OF ALL WAL*MART STORE CARTON LAYOUTS ON FRIDAY 9-1-95. WE RECEIVED THE POG'S ON THURSDAY, 9-7-95. THE BRAND MIX WAS NOT BENEFICIAL FOR RJR BUSINESS AND OUR SPACE HAS BEEN REDUCED FROM A MINIMUM OF 30% OF SPACE TO 115% OF OUR SHARE-OF-MARKET BY STORE.

WE HAVE REVISED THE BRAND MIX, HOWEVER, THE SPACE ALLOCATION REMAINS REDUCED FROM THE JUNE POG.

- 2.) THE NEW POG'S WILL BE COMING TO YOU THIS WEEK UNDER SEPARATE COVER. THERE ARE 4 SETS FOR EACH LAYOUT, 8', 12', 16'. YOU CAN ADJUST YOUR BRAND MIX BASED ON LOCAL NEEDS.
- 3.) MY OFFICE HAS BEEN RECEIVING CALLS FROM STORES WANTING TO RETURN THE SELECT BCG5FP PROMOTION.

NO RETURNS TO MCLANES ARE AUTHORIZED. STORE SHOULD FOLLOW BENTONVILLE'S INSTRUCTIONS ON PLACEMENT. IF A STORE WILL NOT DISPLAY THE PRODUCT, CALL BUYER JERRY SANDERS WHILE IN THE STORE AT 1-501-273-6178 FOR INSTRUCTION TO STORE PERSONNEL.

ALL RJR MANAGERS WITH MCLANES RESPONSIBILITY SHOULD ADVISE THEIR CONTACTS AT MCLANE DIVISION LEVEL NOT TO AUTHORIZE RETURNS ON THIS PROMOTION.

Sales		Retail	
1221	01	1222	
1222		1223	
1223	09	1228	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

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